Claims

What is claimed is:

5 1.   A method for recommending an item to a group of users,
comprising the steps of:
        identifying said group of users; and
        generating a recommendation score for said item based
on features of said item and preferences of each of said users.

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2.   The method of claim 1, wherein said item is a program.

3.   The method of claim 1, wherein said item is content.

15 4.   The method of claim 1, wherein said item is a product.

5.   The method of claim 1, wherein said recommendation
score is computed as a weighted average of individual
recommendation scores indicating a degree to which said item is
20 likely to be of interest to each of said users.

6.   The method of claim 1, wherein said recommendation
score is computed using a straight average of individual
recommendation scores indicating a degree to which said item is
25 likely to be of interest to each of said users.

7.   The method of claim 1, wherein said recommendation
score is computed by analyzing a profile for said group of users
indicating individual preferences of each of said users.

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8.   A method for recommending an item to a group of users,
comprising the steps of:
        identifying said group of users;

generating an individual recommendation score for said item for each of said users, said individual recommendation scores based on features of said item and preferences of said corresponding user; and

generating a combined recommendation score for said item based on said individual recommendation scores.

9.   The method of claim 8, wherein said item is a program.

10.   The method of claim 8, wherein said item is content.

11.   The method of claim 8, wherein said item is a product.

12.   The method of claim 8, wherein said combined recommendation score is computed as a weighted average of said individual recommendation scores.

13.   The method of claim 8, wherein said combined recommendation score is computed using a straight average of said individual recommendation scores.

14.   A system for recommending an item to a group of users, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

identify said group of users; and

generate a recommendation score for said item based on features of said item and preferences of each of said users.

15.   The system of claim 14, wherein said recommendation score is computed as a weighted average of individual

recommendation scores indicating a degree to which said item is likely to be of interest to each of said users.

16. The system of claim 14, wherein said recommendation score is computed using a straight average of individual recommendation scores indicating a degree to which said item is likely to be of interest to each of said users.

17. The system of claim 14, wherein said recommendation score is computed by analyzing a profile for said group of users indicating individual preferences of each of said users.

18. A system for recommending an item to a group of users, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

identify said group of users;

generate an individual recommendation score for said item for each of said users, said individual recommendation scores based on features of said item and preferences of said corresponding user; and

generate a combined recommendation score for said item based on said individual recommendation scores.

19. The system of claim 18, wherein said combined recommendation score is computed as a weighted average of said individual recommendation scores.

20. The system of claim 18, wherein said combined recommendation score is computed using a straight average of said individual recommendation scores.

21.   An article of manufacture for recommending an item to a group of users, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to identify said group of users; and

a step to generate a recommendation score for said item based on features of said item and preferences of each of said users.

22.   An article of manufacture for recommending an item to a group of users, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to identify said group of users;

a step to generate an individual recommendation score for said item for each of said users, said individual recommendation scores based on features of said item and preferences of said corresponding user; and

a step to generate a combined recommendation score for said item based on said individual recommendation scores.